

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-76. (Canceled).

77. (New) A server external to a content provider that is configured to provide the content provider with an estimate of a size of a viewing audience for a program to be broadcast prior to a broadcast time of the program, the server comprising:

a program database configured to store information about programs provided by one or more content providers;

a tuning space database configured to store information about one or more local tuning spaces;

a translation function configured to translate tokens that identify the program to be broadcast into instructions that identify the program to be broadcast into a local tuning space by interfacing with the program database and the tuning space database and configured to send the instructions to a viewer's device;

a ratings database configured to store information indicating a popularity of the program to be broadcast obtained during token translations prior to the broadcast time of the program to be broadcast; and

a predictive filter configured to estimate the size of the viewing audience for the program to be broadcast based on the information stored in the ratings database and to provide this estimate to the content provider prior to the program's broadcast time.

78. (New) The server of claim 77, further comprising a user profile database configured to store demographic information about the viewer, wherein the predictive filter is further configured to send at least some of the demographic information about the viewer to the content provider.

79. (New) The server of claim 77, further comprising an update function configured to employ update data to modify the program database or the tuning space database or both according to the update data.

80. (New) The server of claim 77, wherein the program to be broadcast is an audio program.

81. (New) The server of claim 77, wherein the program to be broadcast is a visual program.

82. (New) Computer-executable instructions for performing a method of providing a content provider with a prediction about a size of a viewing audience for a program to be broadcast prior to a broadcast time of the program, the computer-executable instructions stored on one or more computer-readable media external to the content provider, the method comprising:

- receiving information about programs provided by one or more content providers;
- receiving information about one or more local tuning spaces;
- translating tokens that identify the program to be broadcast into instructions that identify the program to be broadcast into a local tuning space by interfacing with the program database and the tuning space database;
- sending the instructions to a viewer's device;
- storing information relating to a popularity of the program to be broadcast obtained during token translations prior to the broadcast time of the program;
- predicting the size of the viewing audience for the program to be broadcast based on the stored information relating to the popularity of the program to be broadcast; and
- sending the predicted size of the viewing audience for the program to be broadcast to the content provider prior to the program's broadcast time.

83. (New) The computer-executable instructions of claim 82, further comprising storing demographic information about the viewer and sending at least some of the demographic information to the content provider prior to the program's broadcast time.

84. (New) The computer-executable instructions of claim 82, further comprising updating the information about programs provided by the one or more content providers or the information about one or more local tuning spaces or both according to a change in scheduled programming.

85. (New) A system external to a content provider that is configured to provide the content provider with an estimate of a size of a viewing audience for a program to be broadcast prior to a broadcast time of the program, the system comprising:

- means for storing information about programs provided by one or more content providers;

- means for storing information about one or more local tuning spaces;

- means for translating tokens that identify the program to be broadcast into instructions that identify the program to be broadcast into a local tuning space by interfacing with the means for storing information about programs and the means for storing information about one or more local tuning spaces;

- means for sending the instructions to a viewer's device;

- means for storing information indicating a popularity of the program to be broadcast obtained during token translations prior to the broadcast time of the program to be broadcast;

- means for estimating the size of the viewing audience for the program to be broadcast based on the information stored in the means for storing information indicating the popularity of the program to be broadcast; and

- means for sending the estimate of the size of the viewing audience for the program to be broadcast to the content provider prior to the program's broadcast time.

86. (New) The system of claim 85, further comprising means for storing demographic information about the viewer, wherein the means for sending the estimate is further configured to send at least some of the demographic information about the viewer to the content provider.

87. (New) The system of claim 85, further comprising means for employing update data to modify information stored in the means for storing information about programs or information stored in the means for storing information about one or more local tuning spaces or both.

88. (New) The system of claim 85, wherein the program to be broadcast is an audio program.

89. (New) The system of claim 85, wherein the program to be broadcast is a visual program.